

# Proposal Submission Instructions

Please submit three (3) copies of the following order and paper clip each group together:

## 1. Letter of Interest

Please summarize your qualifications and qualities relevant to the project (one (1) typed page).

## 2. Design Proposal

The design proposal must include, but is not limited to, the following:

- Color rendering of the proposed design
- Scale drawing of the proposed design
- Materials list
- Budget
- Specific site preparation needs
- Specific installation requirements and technique
- Project timeline

## 3. Professional Resume

Please outline your experience as an artist (no longer than four (4) typed pages). In the case of a team application, please include resumes for each team member.

## 4. Digital Images

JPEG images (10 to 20) of past work should be submitted on one PC-compatible CD, in a PowerPoint presentation, in priority order of desired presentation. Images within the PowerPoint should have maximum dimensions of 800 x 600 pixels and minimum dimensions of 720 x 480 pixels. Each PowerPoint slide must include (at minimum) the artist's name, title of the work, medium and size. Installations or three-dimensional work may be illustrated by multiple images. Please Note: If total size for the PowerPoint presentation exceeds 2 MB, it will not be viewed. If JPEGs cannot be inserted into a PowerPoint presentation, they must each be labeled in order of presentation as follows: LastnameFirstname-1.jpg; LastnameFirstname-2.jpg; LastnameFirstname-3.jpg; etc. The CD should be clearly labeled in permanent ink with the artist's name and contact information.

## 5. Annotated Image List (required for either slide or digital image submission)

The annotated image list must correspond with the order of the images to be shown and must include the following information: artist's name, title of artwork, medium, size, date of artwork completion, location and any project details such as budget, commissioning agency, etc. If sending a CD of digital images, please provide this image list in a Word or PDF file on the CD.

**6. Professional References** Please provide the names and contact information of three individuals with whom you have worked or who have commissioned your work in the past. Actual letters of reference are not required.

## 7. Optional

Up to three (3) selections of support materials such as reviews, news articles, and other related information may be included.

## 8. Self-Addressed Stamped Envelope (SASE)

Please provide a SASE for the return of slides or CD. Submissions without the SASE will not be returned.

Applications received after **5:00 p.m., June 24, 2009**, will not be considered.

Mail packets to:

Miah Michaelsen  
Assistant Economic Development Director for the Arts  
Department of Economic and Sustainable Development  
401 N. Morton St., Suite 210  
Bloomington, IN 47404



The City of Bloomington  
through  
the Bloomington Entertainment and Arts District (BEAD)

**IS SEEKING AN ARTIST OR ARTIST TEAM**

**TO CREATE THEMATIC AND  
MEDIA-SPECIFIC ARTWORK**

for installation on the exterior  
of the 7<sup>th</sup> and Walnut Street parking garage

(Garage Band)

located in downtown Bloomington

This artwork will be the first in a series of public  
art projects slated for installation  
at the City's three public parking garages.



## THEME AND MEDIA FOR GARAGE BAND ARTWORK

Respondents to this RFP should submit design, fabrication and installation specifics for a guitar fabricated from recycled traffic signage, vehicle-related parts and other appropriate materials. The size of the finished artwork is flexible, but once installed it must make a significant visual impact on the garage.

This public art project is part of a new “Garage Culture” initiative for the City’s three public garages. In order to increase the visibility of the garages, encourage their usage and integrate them into BEAD, the City’s arts and entertainment district, the City is implementing a theme of “Garage Culture.” Incorporating the spirit of innovation, creativity and entrepreneurship (garage culture) along with artistic, creative and visual elements (BEAD) in the rebranding and promotion of the City’s three Downtown parking garages is a natural fit for Bloomington. The intent of this approach to enhance both Community Commerce and Character: Garage Culture is the place to park your wheels and explore Bloomington’s vibrant downtown in the Bloomington Entertainment and Arts District.

Goals for Garage Culture are to reinforce the public value of the city’s garages, make the garages more attractive to users and enliven the downtown visual landscape. Additional strategies include interior and exterior wayfinding signage to make the garages more accessible to community members and visitors, marketing materials and a strong web presence for the garages. Each public garage will renamed to reflect Garage Culture – the 7<sup>th</sup> St. Garage will be named Garage Band. The other two Garage Culture names are Garage Art (4<sup>th</sup> and Walnut Garage) and Garage Market (Register Garage).

The City of Bloomington will provide access to its supply of recycled traffic materials and other materials for the artist’s use on the project.

## SPECIFIC PROJECT GOALS & VALUES

To commission a signature work of art that:

- Captures the unique essence of the Bloomington community
- Reflects a standard of excellence
- Represents enduring, and not transitory, artistic concepts
- Reflects the spirit of Garage Culture as described above

The artwork must be durable, low maintenance, engineered and installed in accordance to approved safety standards, appropriate to the location, and able to weather Bloomington’s climate. No expectation should be made that the artwork will be kept secure – design and fabrication must take into account the likelihood of unsupervised viewer interaction.

## ARTIST ELIGIBILITY

All visual artists 18 and over who are current residents of Indiana are invited to submit proposals. City of Bloomington employees, City of Bloomington Community Arts Commission members or their committee members, project consultants and their employees and sub-consultants are not eligible to apply.

### SITE

An exterior location on the southwest corner of the City of Bloomington’s parking garage located on 7<sup>th</sup> and Walnut Street in Downtown Bloomington.



**BUDGET: \$10,000** (including materials, artist fees, fabrication, insurance, shipping, transportation and documentation of the work)

**PROPOSAL DEADLINE: June 24, 2009**

**TARGET DATE FOR INSTALLATION: Late Fall 2009**

## ARTIST SELECTION CRITERIA

Applicants must demonstrate the following qualifications and qualities:

- Successful creative, innovative, and effective approach in comparable projects.
- Excellent communication skills.
- Ability to understand a locale’s sense of place, a design in a context-sensitive manner.
- Understanding of the appropriate use of materials.
- Understanding of appropriate installation techniques.
- Openness to working collaboratively with the project team members and City staff.
- Ability to complete a project of this scale successfully.

## SELECTION PROCESS

The Selection Panel will consist of one representative from the City of Bloomington Community Arts Commission, one representative from the Department of Economic and Sustainable Development and one at-large appointment by the Assistant Economic Development Director for the Arts. The Selection Panel will review the proposals and conduct interviews, and an artist/artist team will be selected. The selected artist/artist team will be put under contract to refine their design for the project. With final design approval, the artwork will be fabricated by the artist/artist team and installed in coordination with City staff.

**For additional information, please contact Miah Michaelsen at (812) 349-3534 or [michaelm@bloomington.in.gov](mailto:michaelm@bloomington.in.gov).**